



ORI BRAFMAN

NY TIMES AND WSJ BESTSELLING AUTHOR

Co-author of CLICK: The Magic of Instant Connections and SWAY: The Irresistible Pull of Irrational Behavior

New York Times Bestselling author Ori Brafman specializes in new ways of looking at business. He is a renowned organizational expert and author of the groundbreaking books *The Starfish and the Spider* and *Sway: The Irresistible Pull of Irrational Behavior*.

Born in Israel and raised in El Paso, Texas, Ori Brafman has been a lifelong entrepreneur in business, government, and the nonprofit sector. His projects include launching healthy fast food restaurants, leading political and advocacy campaigns, and co-founding Courtroom Connect, a wireless network company.

In 2001, Ori co-founded a network of more than 1000 CEOs working for peace and economic development projects. The network was supported by the likes of venture capitalist John Doerr and the Ford Foundation and has catalyzed projects in the Middle East, Africa, North America, Europe, and Asia. Most recently, Ori has facilitated a course at the Stanford Graduate School of Business.

Ori's first book, *The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations* (Penguin Portfolio) was released in October 2006, and is currently in its 12th printing. It looked at the power of the new organizational forms and business models that characterize such "starfish" as Wikipedia, Craigslist, and the original Napster – and al Qaeda and the Apache nation. Klaus Schwab, founder and Executive Chairman of the World Economic Forum, said, "As a result of reading *The Starfish and the Spider*, I proposed ten action points for my organization." Pierre Omidyar, founder and chairman of eBay, described it as "compelling and important." And Jack Covert of 800CEO-READ summed it up: "I love this book."

Continuing his discovery of unlikely connections, Ori teamed up with his brother, psychologist Rom Brafman, to tackle decision-making, hiring, marketing, employee motivation and group dynamics. This exploration led to his second book, *Sway: The Irresistible Pull of Irrational Behavior*. The New York Times and Wall Street Journal bestseller draws on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, to reveal dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the "chameleon effect" (our tendency to take on characteristics that have been arbitrarily assigned to us). It's "A breathtaking book that will challenge your every thought... SWAY hovers above the intersection of *Blink* and *Freakonomics*," according to Tom Rath, author of the #1 New York Times bestseller *How Full Is Your Bucket?* Alan M. Webber, Founding Editor of *Fast Company* magazine, said, "If you think you know how you think, you'd better think again! Take this insightful, delightful trip to the sweet spot where economics, psychology, and sociology converge and you'll discover how our all-too-human minds actually work." And Kirkus Reviews found it "A worthy companion to Malcolm Gladwell at his best."

Ori Brafman has appeared in the New York Times, ABC News, BBC, National Public Radio, Wall Street Journal, Fox News, CSPAN, AP Video, and National-Cable-Radio among others. He has presented before audiences at Microsoft, Amazon, Televisa, Stanford Business School, Harvard Business School, and many others. He writes for the New York Times international edition and *Fortune* magazine.

Ori holds a BA in peace and conflict studies from UC Berkeley and an MBA from Stanford University's Graduate School of Business.

